Note for Woodward, Ellis

From: Woodward, Ellis

Date: Mon, Aug 14, 1995 2:57 PM

Subject: Alix Friedman

To: Firestone, Marc; Han, Vic; Laufer, David; Lenzi, Jack; Merlo, Ellen; Parrish, Steve; York, Mike

The WSJ is working on two stories. Alix is writing one which focuses on the FDA assertion, why now? She has heard from others in the industry that AAA was in fact a miscalculation, sending a signal to the FDA that we would accept much that is in the President's plan.
Suin Hwang is working on another story that focuses on the "what if this all comes to pass" with specific reference to advertising and locking in our share of the market and the litigation implications.
On the first story, I suggest Marc and I sit down face to face w/Alix tomorrow. Re: Suin's, how does the group want to handle? Pls advise.

2047028368

Note for Woodward, Ellis

From: Woodward, Ellis

Date: Mon, Aug 14, 1995 1:18 PM

Subject: Jay Poole re: RTD.

To: Woodward, Ellis

2047028368A

Note for Woodward, Ellis

From: Woodward, Ellis

Date: Mon, Aug 14, 1995 11:10 AM

Subject: RE: FDA Mobilization

To: Spector, James

Cc: Firestone, Marc; Kram, Caroline

I'll be there.

2047028368B

From: Spector, James on Fri, Aug 11, 1995 5:25 PM
Subject: FDA Mobilization
To: Coughlin, Mary; Crawford, Derek; Cryan, Joan; Donohue, Chris; Lenzi, Jack; Slavitt, Josh; Woodward, Ellis
Cc: Furey, Sabrina

I would like to invite you to a meeting on Wed, Aug. 16th at noon to discuss mobilization resources and process in dealing with the FDA. It will be an opportunity to review our efforts behind OSHA and FET and to begin to layout an action plan. To ensure attendance lunch is included.

Also you are invited to a meeting at 10:30 on the same day where we have invited members from the various departments from within PM-USA to identify addition resources for grassroot and grasstops efforts.

Both meetings will be in 14d.

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